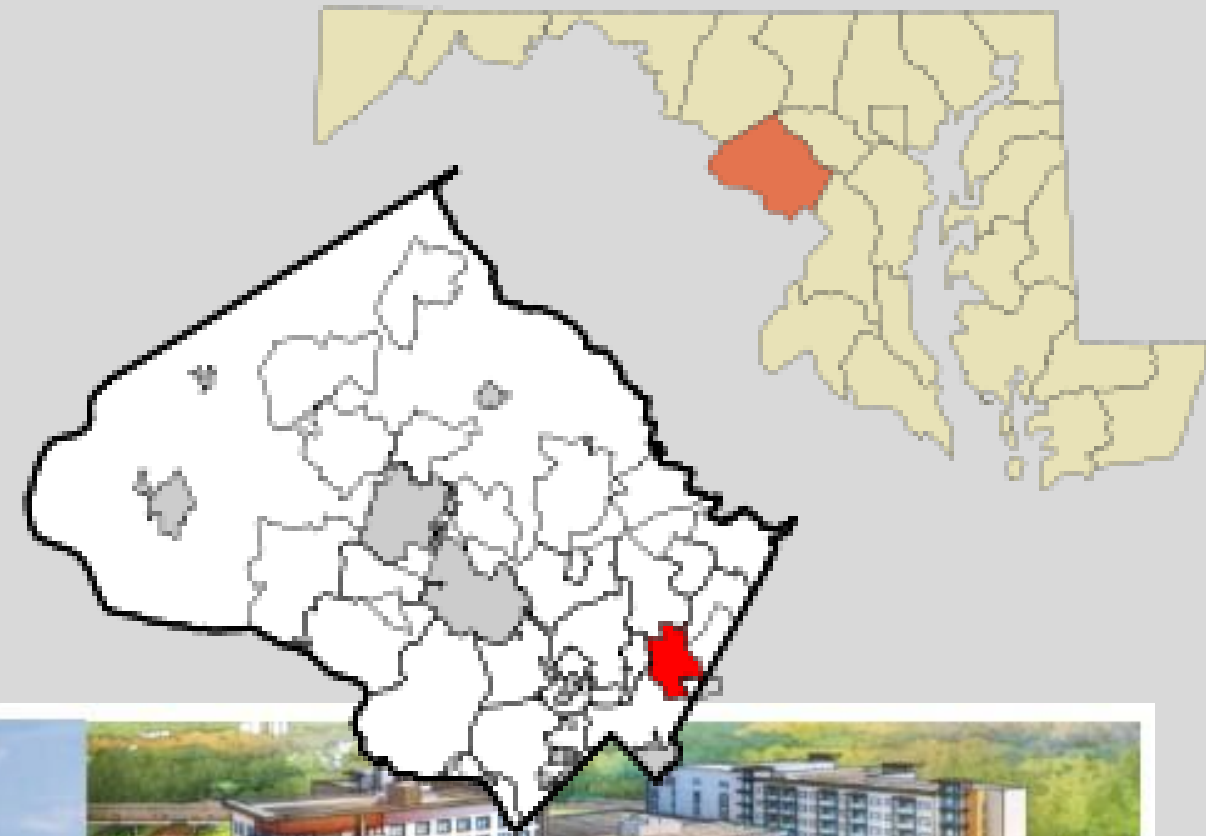


# WHITE OAK SCIENCE GATEWAY APPROVED & ADOPTED 2014

<http://montgomeryplanning.org/planning/communities/area-2/white-oak-science-gateway/>



FDA Campus



Hillandale Gateway



Adventist Hospital



Bus Rapid Transit (BRT)

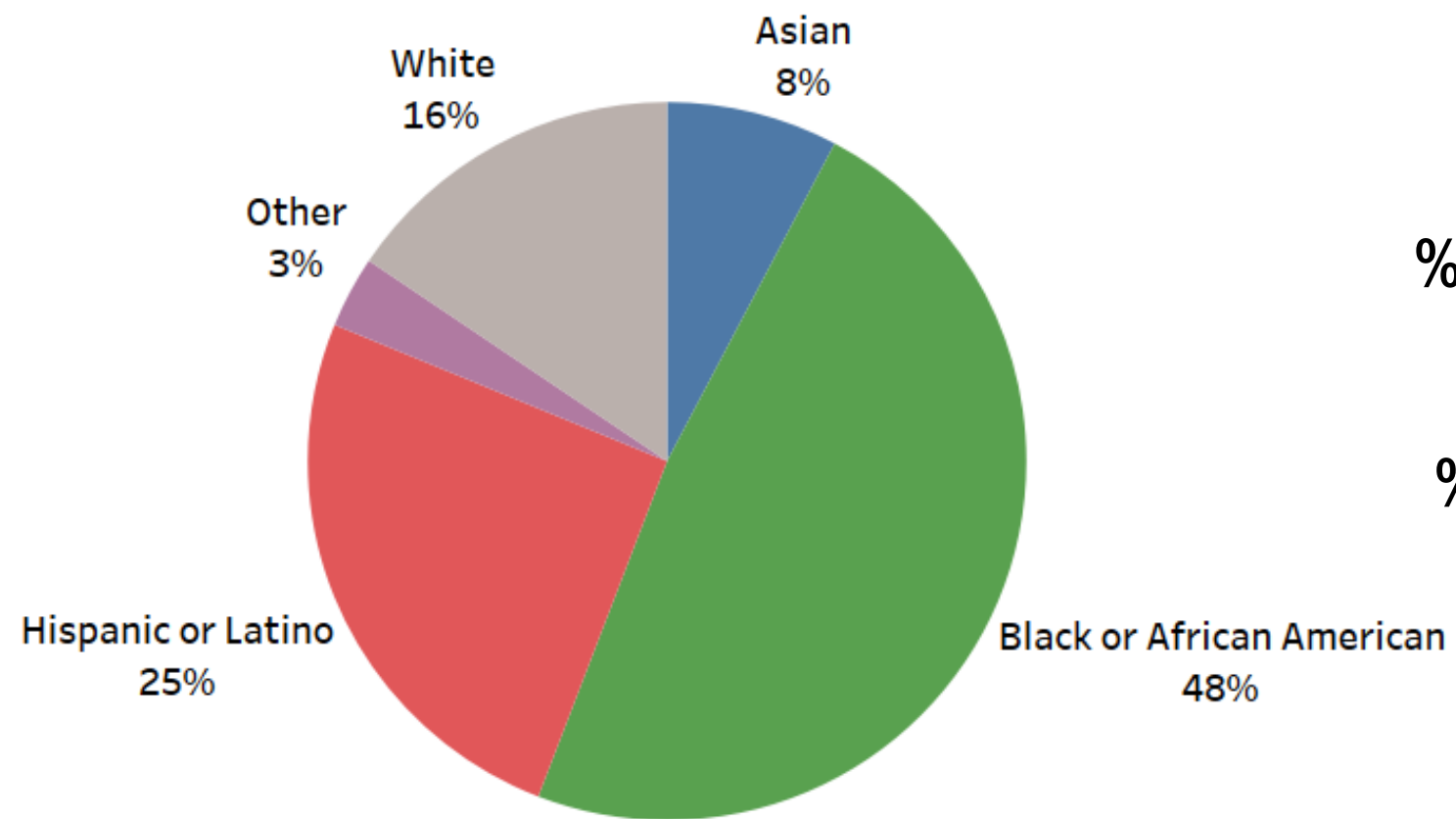


# White Oak Science Gateway (WOSG)

- Adopted in July 2014
- Amended the 1997 White Oak Master Plan and 1997 Fairland Master Plan
- Focus:
  - Local opportunities for live-work-play
  - Redevelopment of aging commercial centers
  - FDA as a gateway for jobs in health care, pharma, life sciences and advanced technologies industries

# White Oak Vicinity

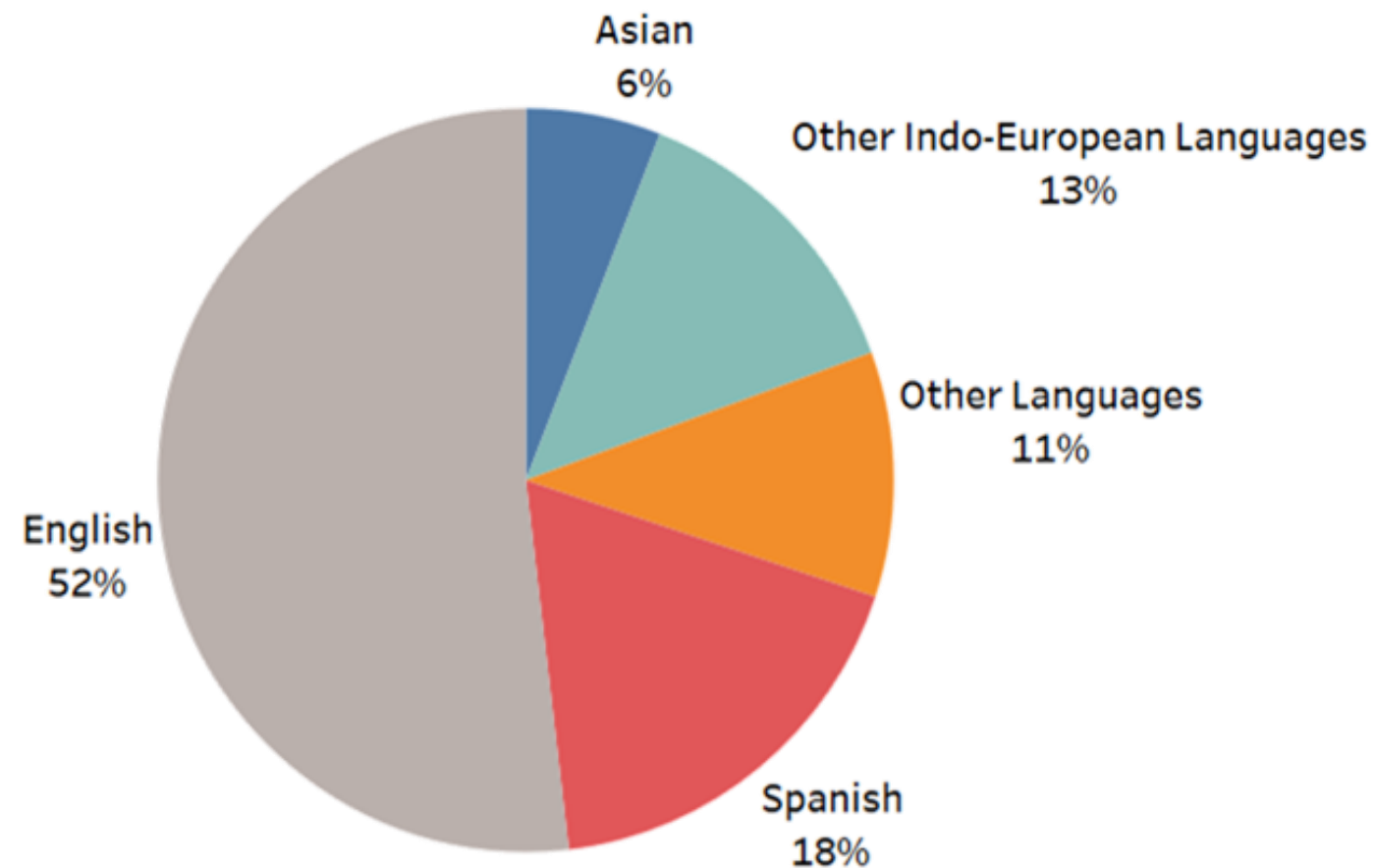




**Employees**  
**10.5k**

**% Renter Occupied Housing Units**  
**65%**

**% of Residents with a Bachelors Degree or Above**  
**40%**



**Total Population**  
**20.1k**

**% Seniors 60 years and older**  
**16%**

**% School Age (0-17 years old)**  
**26%**

**Foreign-Born Population**  
**42%**

# WOSG Demographics

(2018)



# Federal Facilities Within 10 Miles of WOSG



- FDA
- National Oceanic & Atmospheric Administration
- NASA Goddard Space Flight Center
- Fort Meade
- Nuclear Regulatory Commission
- National Institute of Standards & Technology



# Existing Housing Stock





# WOSG Projects





# Food & Drug Administration Headquarters





# FDA Headquarter Consolidation



❑ 600-acre campus

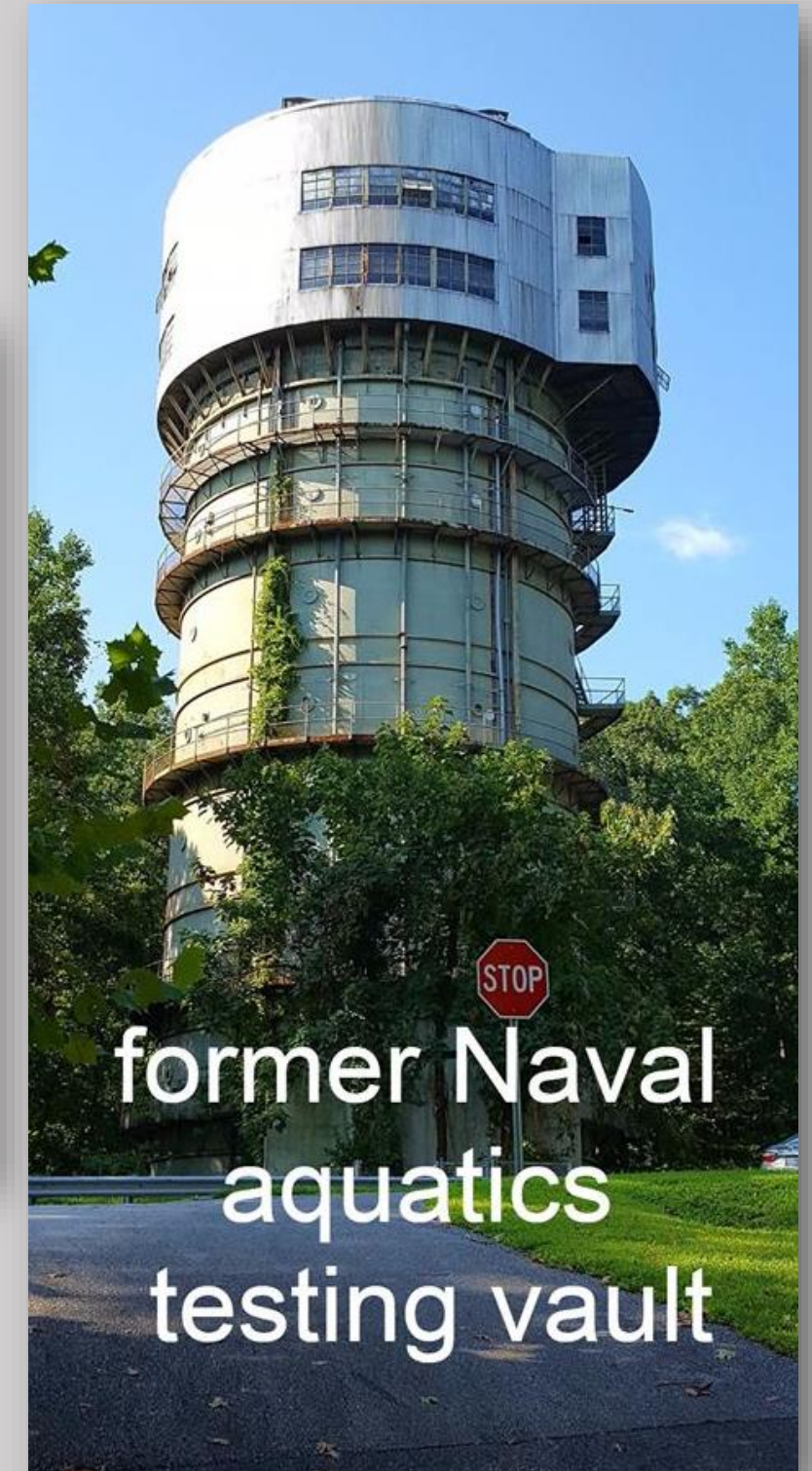
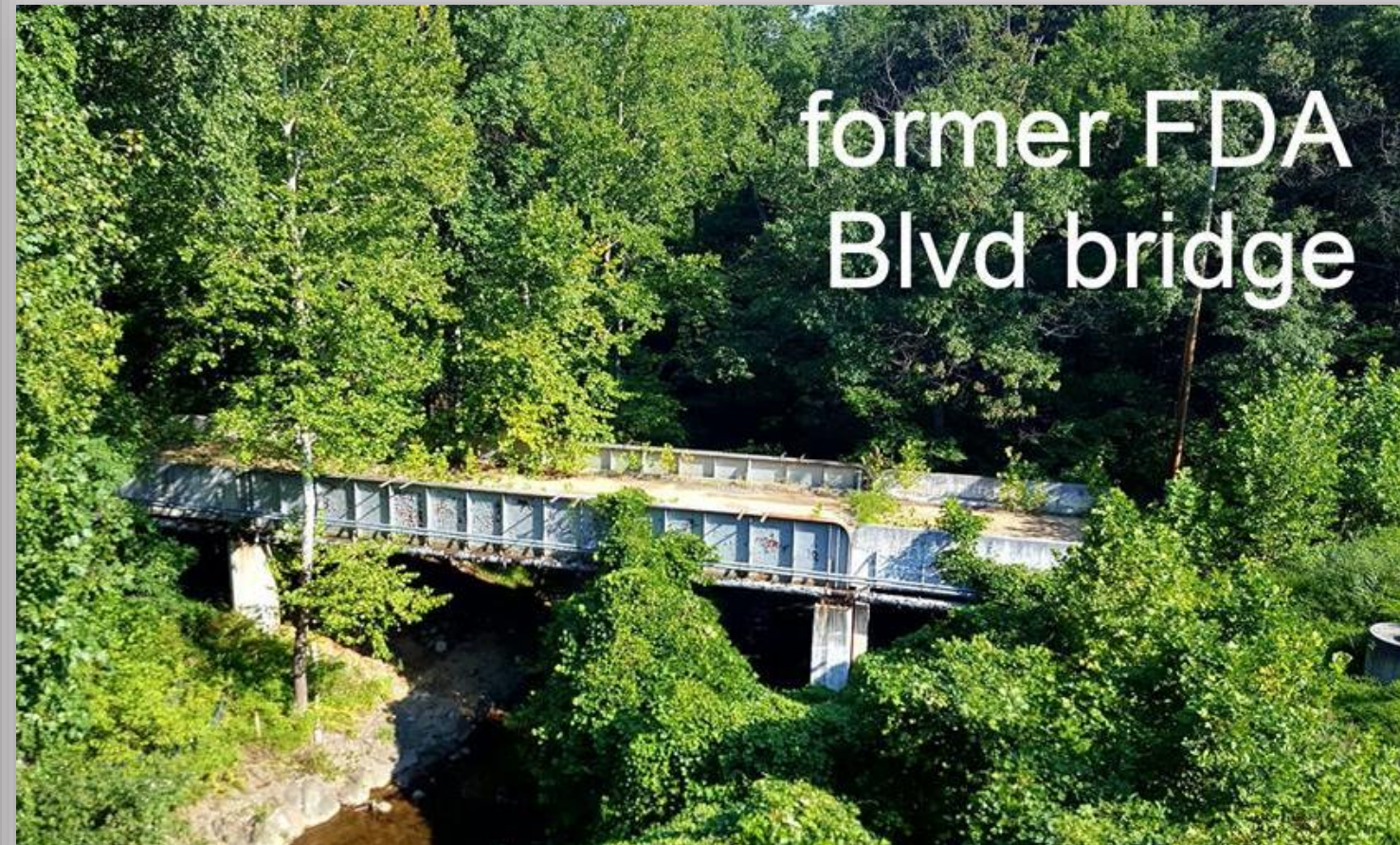
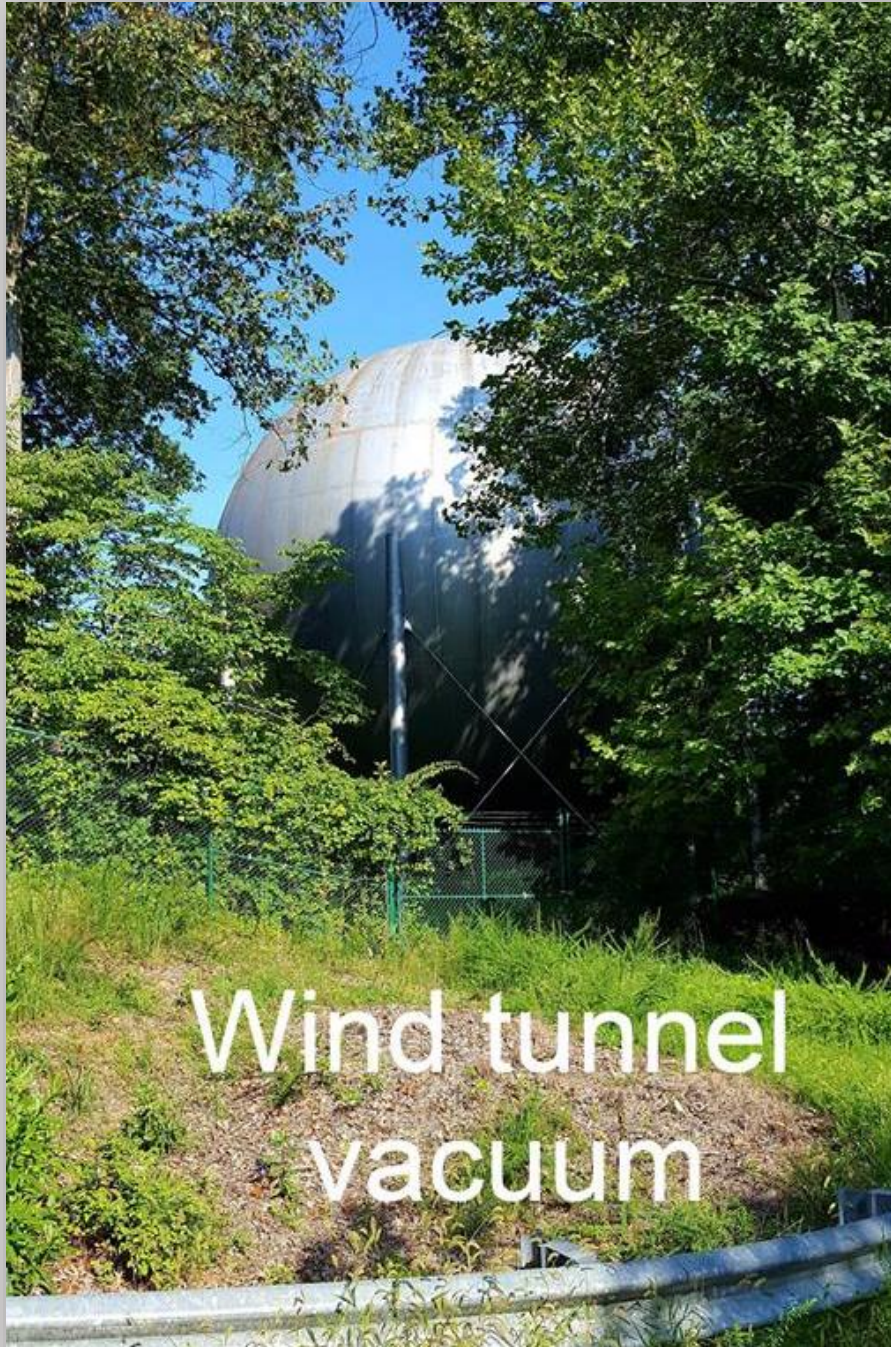
❑ 6,000,000 Million sq. ft.

❑ Current Personnel is 10,987

❑ Between 2018 and 2038, the projected population will grow to 18,000



# FDA Campus





# Viva White Oak



Completed



Permitting/Construction



Planning



Future







# VIVA White Oak

- ❑ 12,180,270 sq. ft. mixed-use development, including a maximum of 6,090,135 sq. ft. of residential uses
- ❑ Preliminary plan approval for transportation components only
- ❑ Dedication of a school site (9 acres, co-located with a park) by February 2026



# VIVA White Oak









# Adventist White Oak Medical Center



- Completed 
- Permitting/Construction 
- Planning 
- Future 





- ❑ 48 Acre Site
- ❑ 803,000 sq. ft.
- ❑ Scheduled to Open  
August 25, 2019
- ❑ 180 Patient Rooms

# Adventist White Oak Medical Center



# Adventist









# Hillandale Gateway



- Completed 
- Permitting/Construction 
- Planning 
- Future 



# Hillandale Gateway

495

New Hampshire Avenue

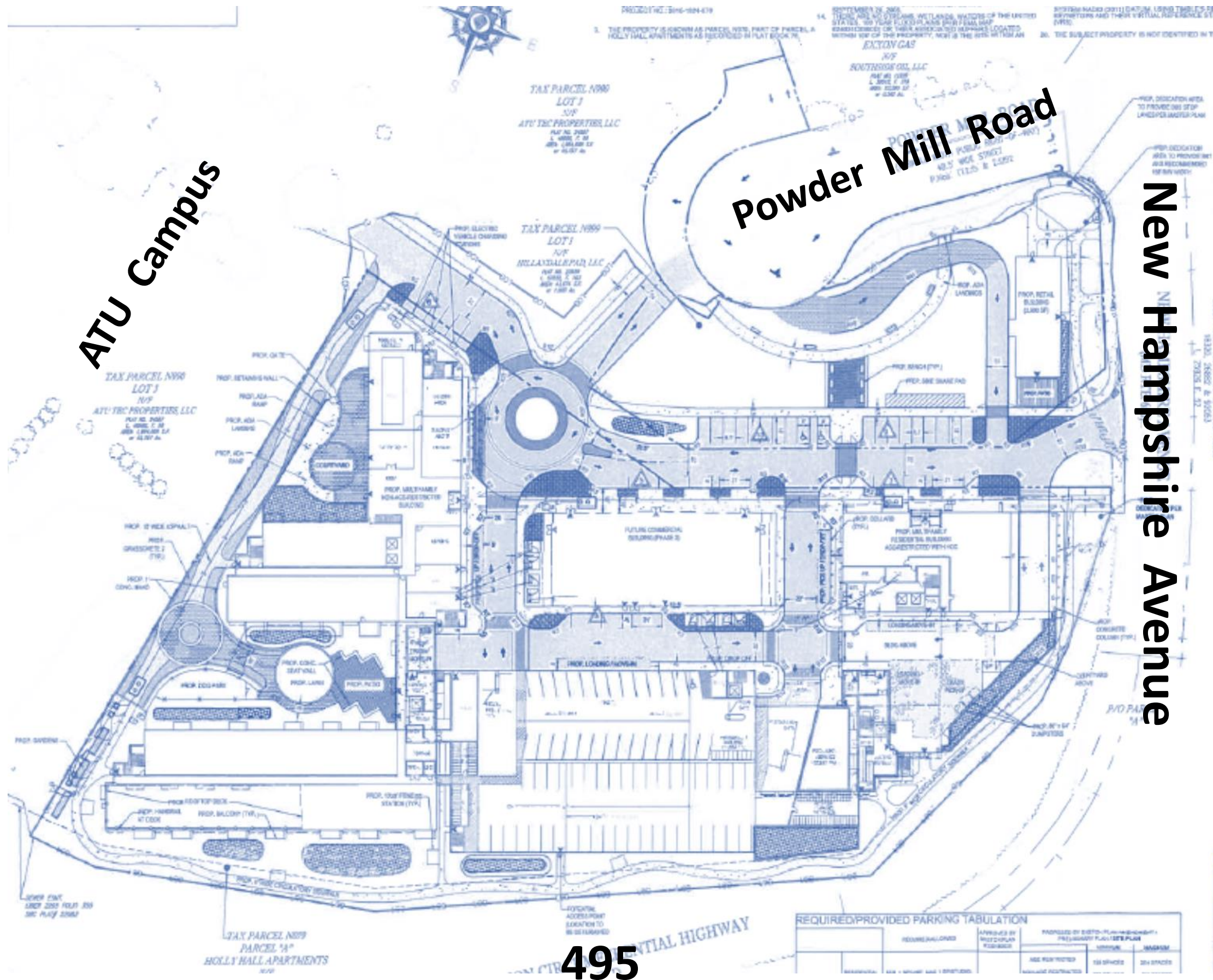
ATU Campus

For Illustrative Purposes Only



# Hillandale Gateway

- ❑ Joint venture between the Housing Opportunities Commission and the Duffie Companies
- ❑ Preliminary plan currently under review
- ❑ Up to 72,000 sq. ft. of retail
- ❑ 155 age-restricted affordable dwelling units
- ❑ 288 market rate dwelling units
- ❑ 7,000 sq. ft. office





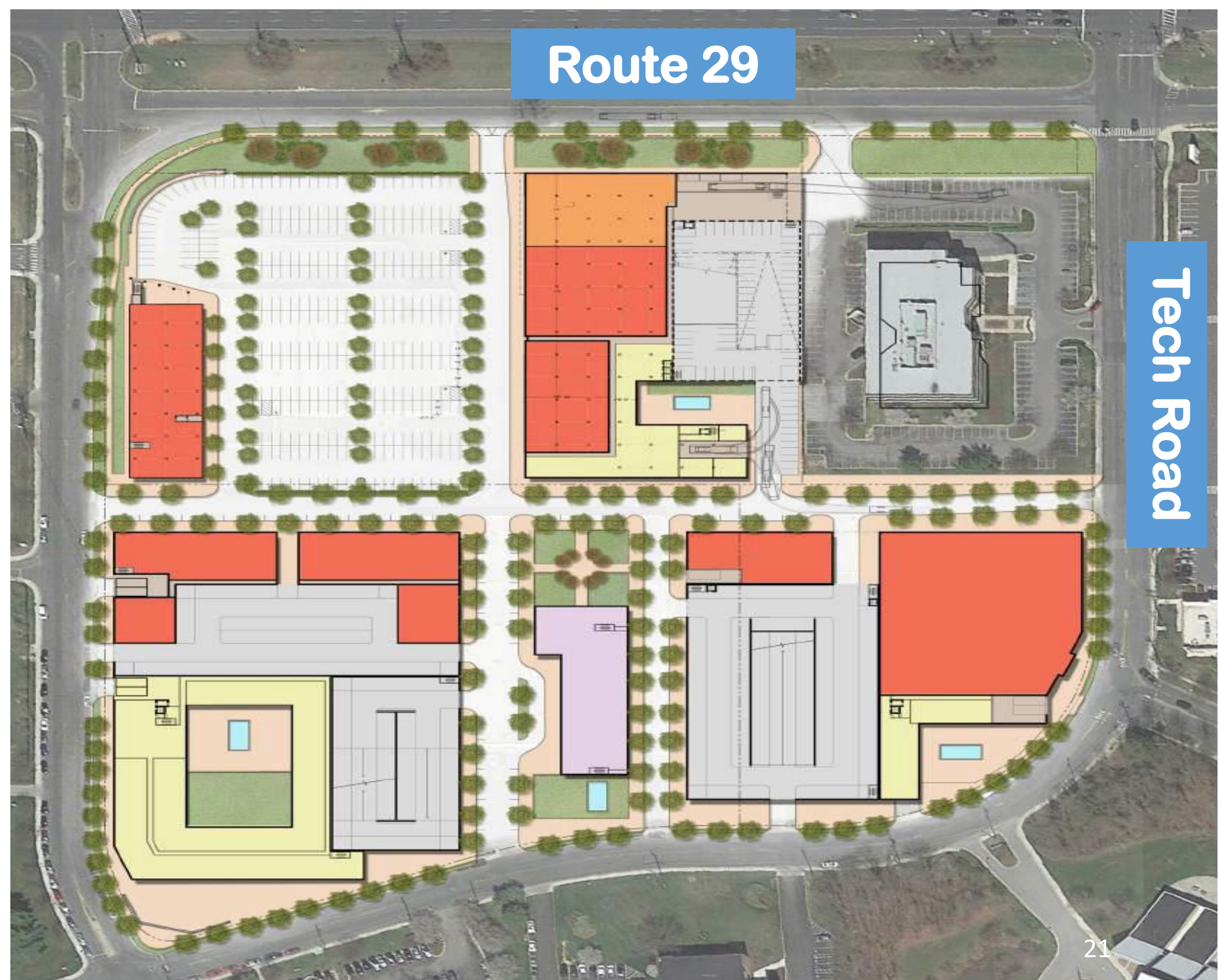
# White Oak Town Center





# White Oak Town Center

- ❑ Preliminary plan and site plan currently under review
- ❑ Up to 75,000 sq. ft. of retail, including a grocery store
- ❑ Up to 275 high-rise units, including 25% MPDUs



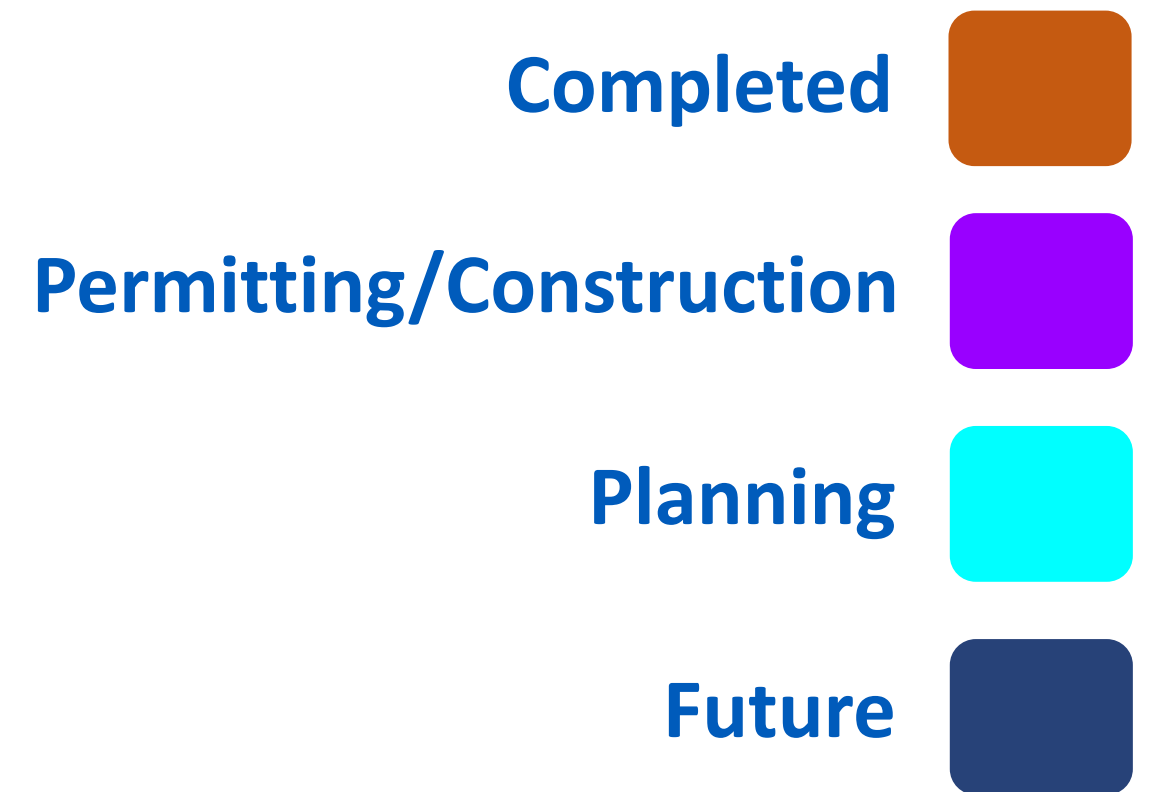




# White Oak Town Center



# Hilton Home2 Suites





# Hilton Home2 Suites Hotel



❑ Opened April 2019

❑ 62,000 sq. ft.

❑ 100 Room hotel

❑ Indoor Pool

495



# Hilton Home2 Suites Hotel





# Potential Future Development



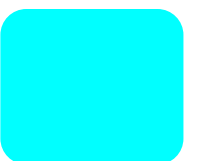
Completed



Permitting/Construction



Planning



Future

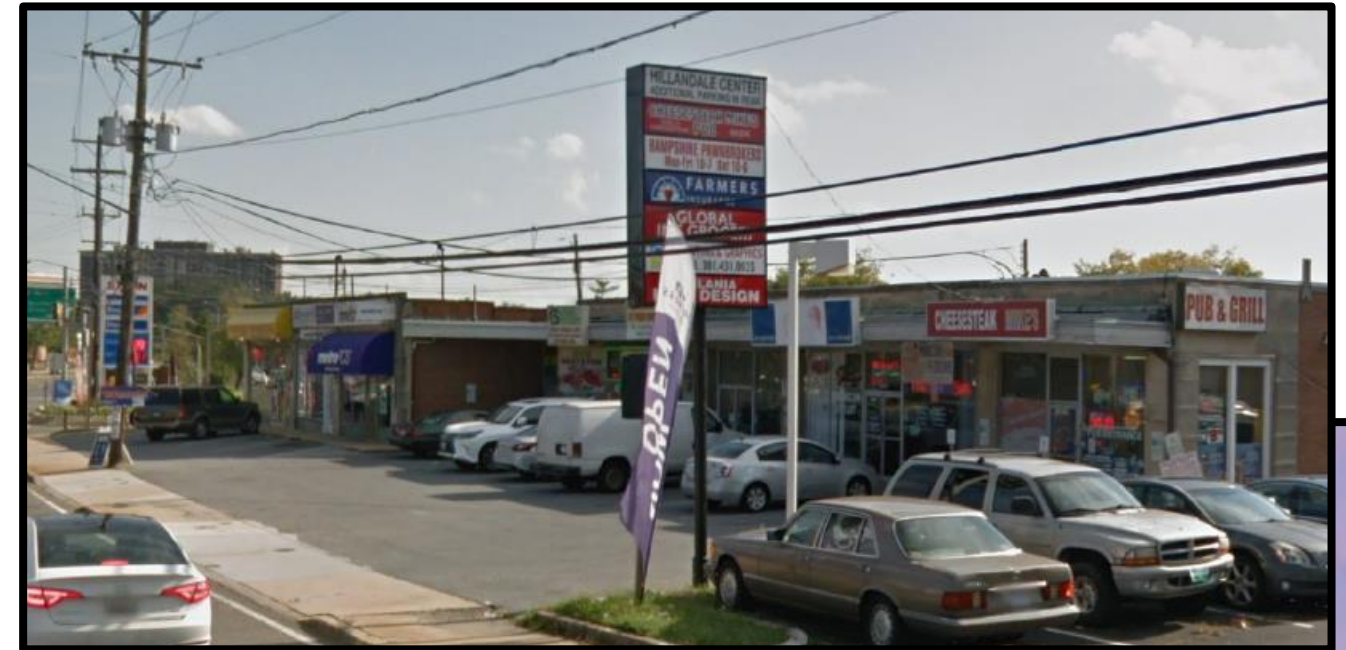




# Potential Future Development

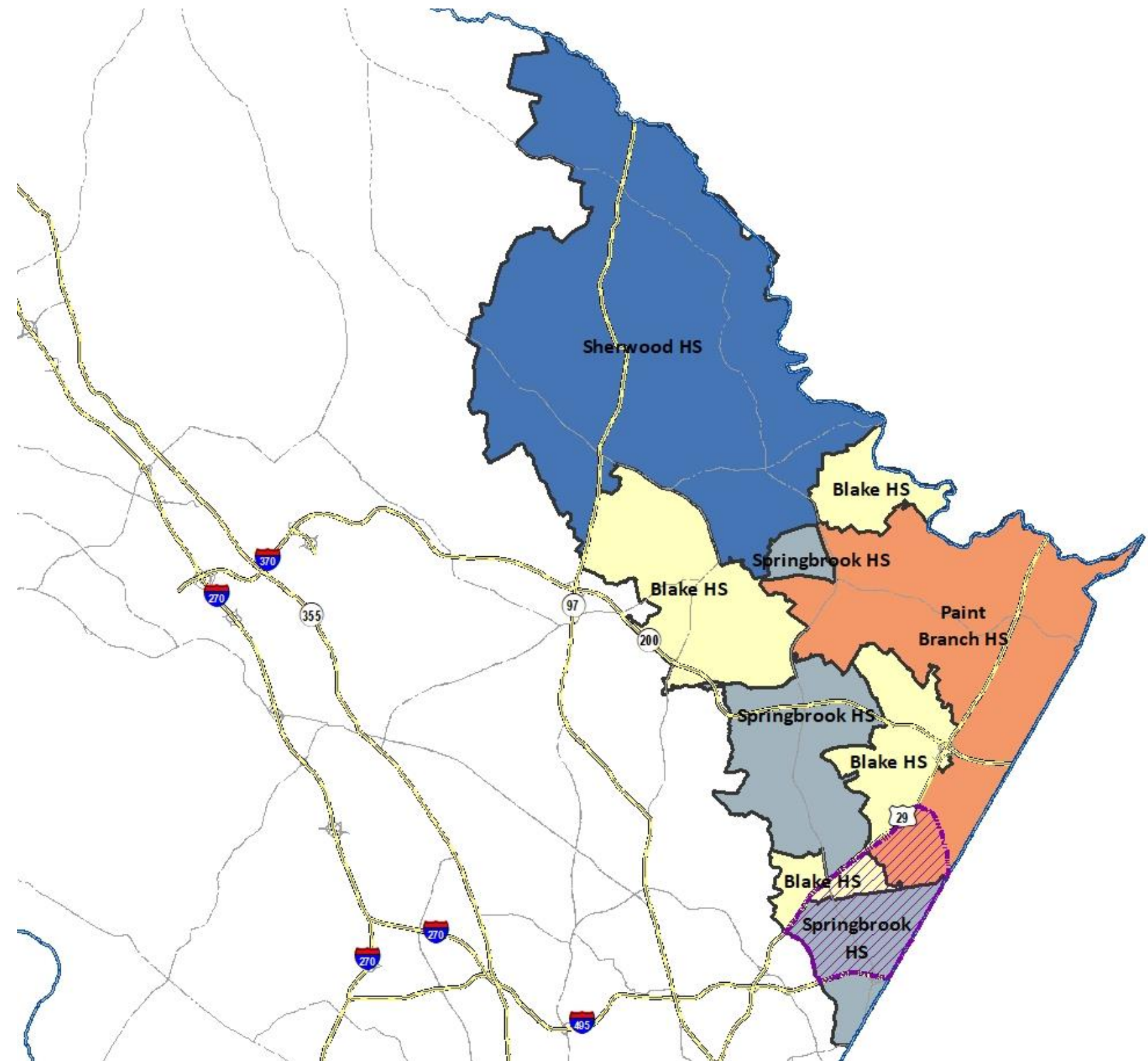
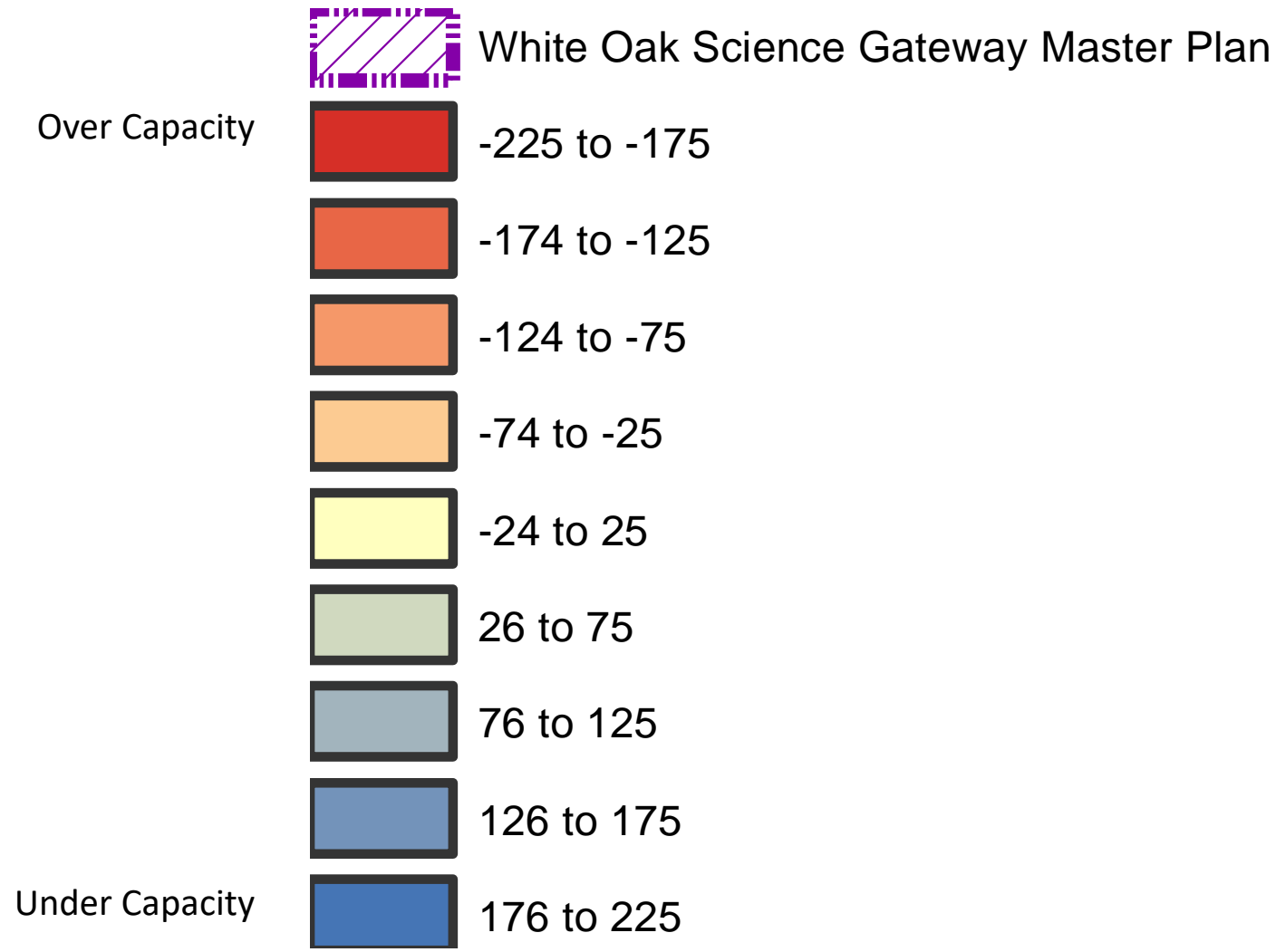
☐ Mixed-use zoning

☐ Residential, Retail, Office





# High School Utilization in 2024-25





# Potential Enrollment Impacts

Development Project	Dwelling Units	Elementary School	Middle School	High School
Viva White Oak	5,500 MF high-rise*	484	198	258
Hillandale Gateway	350 MF high-rise	30	12	16
White Oak Town Center	275 MF high-rise	24	9	12

\* Estimated. The applicant has not yet provided a unit count or type.



# Potential Capacity Options

- Consider the feasibility of additions at smaller schools
- Comprehensive countywide boundary analysis
- Reopen previously closed schools
  - Fairland Center (leased to private school)
  - Colesville ES (Community Services Center)
  - Hillandale ES (Centers for Handicapped Inc.)
- Open new schools
  - Dedicated site at Viva White Oak



# BRT on Route 29





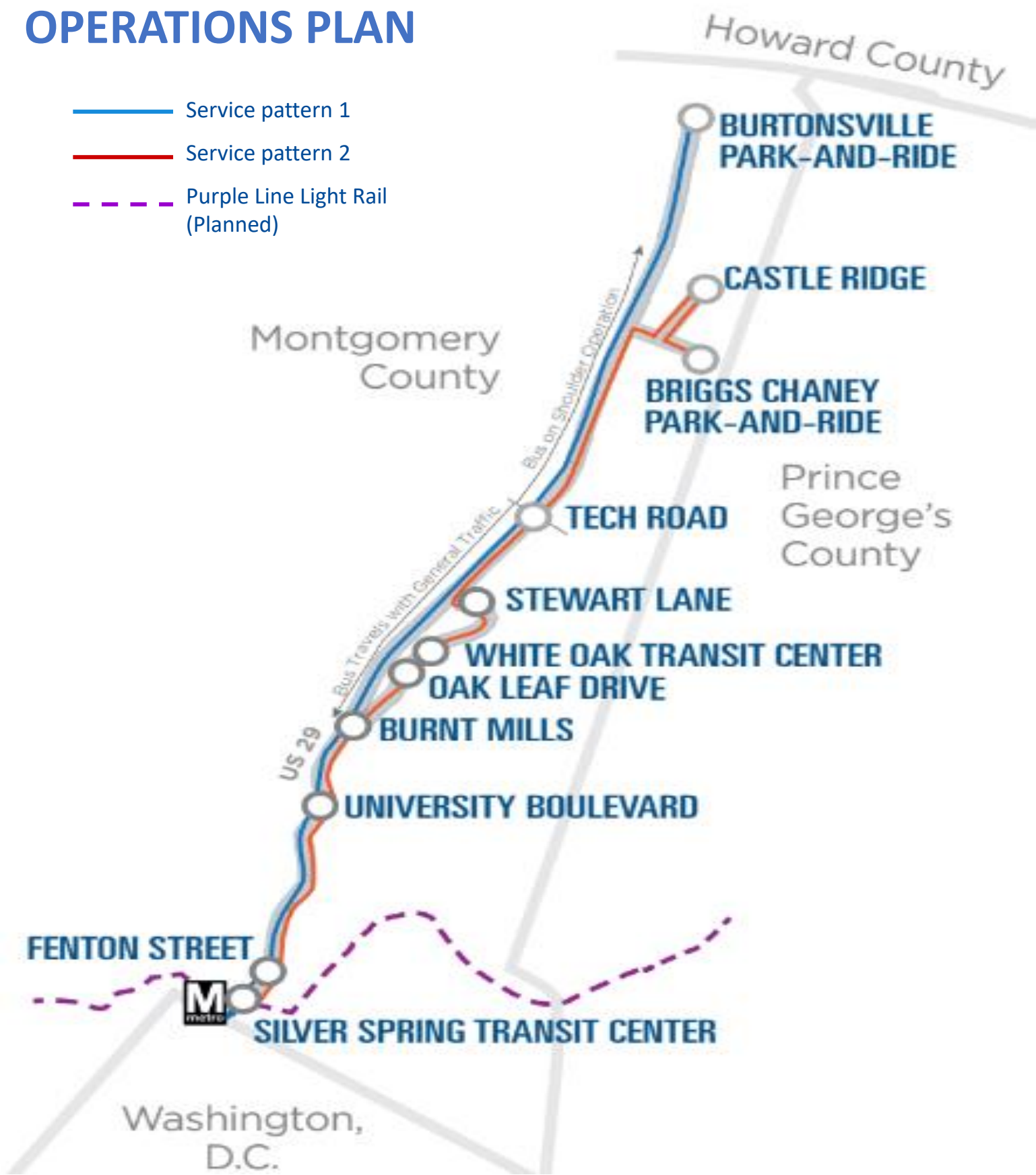
# BRT on US 29



## BRT Station Prototype Design



## OPERATIONS PLAN





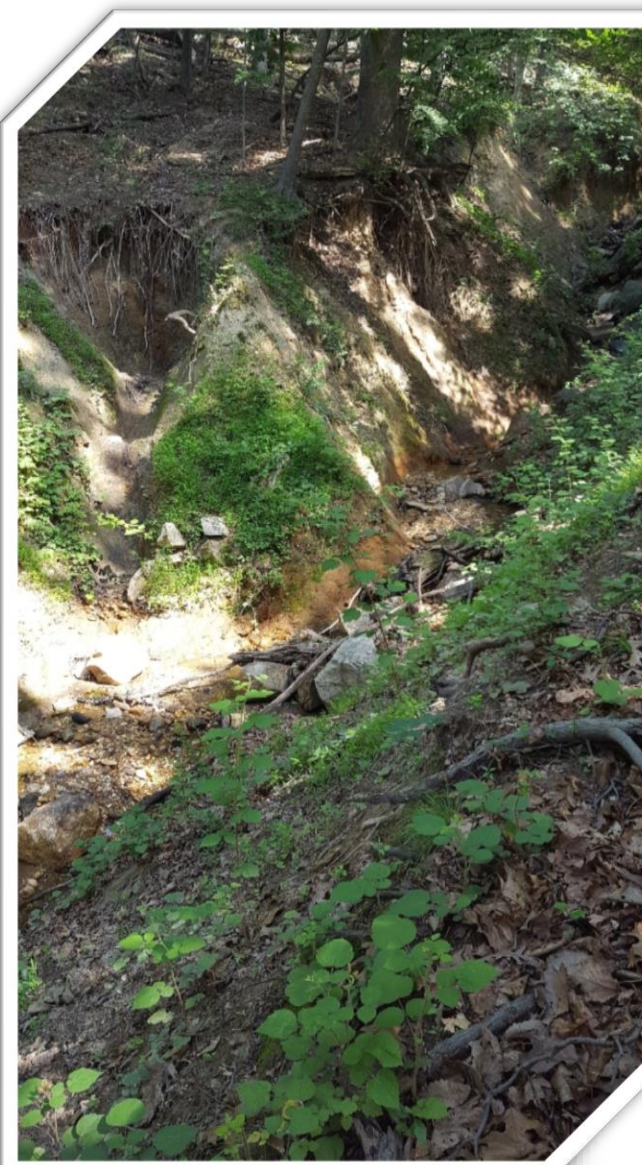
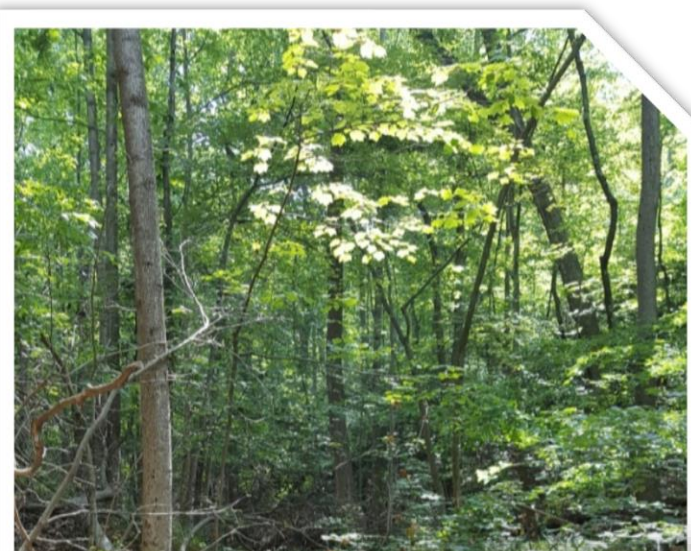
# Local Area Transportation Improvement Program (LATIP)

\$5,010 per vehicle trip

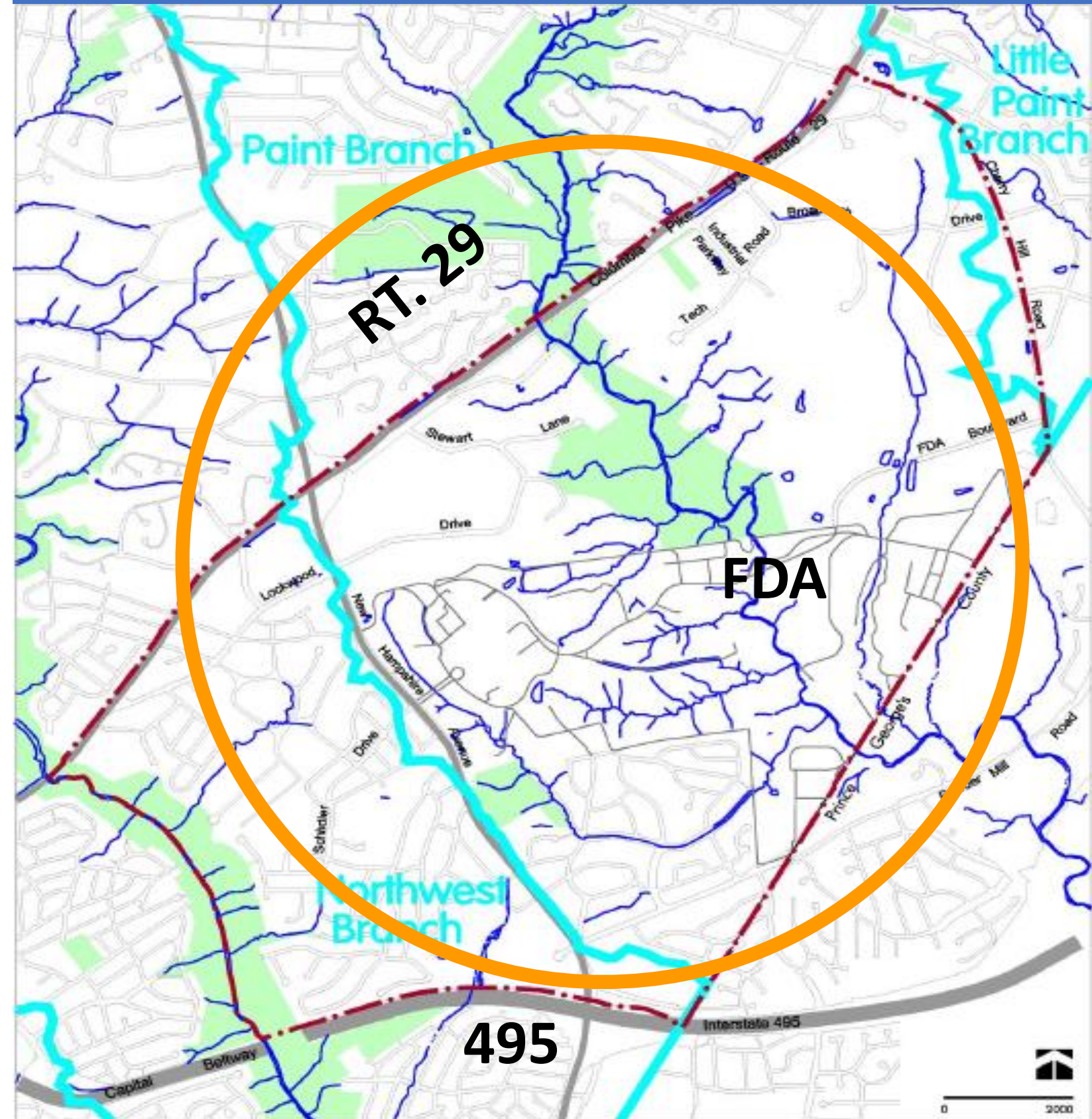




# Environment



## Paint Branch





# ULI Study Highlights & Recommendations

- “The success of White Oak will require extensive marketing, branding and community engagement efforts to attract businesses, residents and visitors to the area.” – ULI 2017
- Create an interagency working group to coordinate implementation of the White Oak Plan, private development and capital projects - **COMPLETED**
- Develop a “kit of parts” for streetscape and integrate into development and capital projects – **COMPLETED**
- Convene the “Friends of White Oak” group – **COMPLETED**
- Engage business and property owners on clean-up and appearance issues – **IN PROGRESS**
- Professional Plan Created - 2019



## Fulfilling the Vision for White Oak

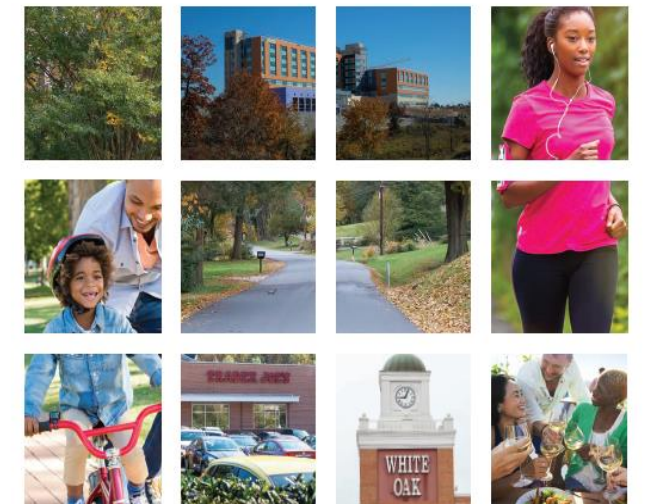
Montgomery County, MD  
May 16-17, 2017

### Background

The White Oak Science Gateway (WOSG) area has been identified for major development initiatives after nearly 20 years of development moratorium. Encouraging economic prosperity in the eastern portion of Montgomery County has been a key component of County Executive Isiah Leggett's administration. In 2009, the County purchased a 115-acre former composting facility known as Site 2 from the Washington Suburban Sanitary Commission (WSSC) for the express purpose of creating a "World Class BioLife Sciences, Education and Research Community." A Request for Proposals was issued for a public-private partnership, and in 2011 the County chose Percontee, Inc., owner of the adjacent 175-acre gravel operation, as its development partner. This partnership to redevelop nearly 300 acres of industrial uses into a mixed-use center with a focus on bio/life sciences will take place over the next 20-30 years; regulatory applications are expected to be submitted in 2017 with approvals by the end of 2018. Permitting and construction of the first phase will follow.

While the 300-acre project known as Viva White Oak is poised to transform the WOSG, new development and redevelopment in the area is not limited only to this project. A new master plan was approved in 2014 covering nearly 3,000 acres, allowing mixed uses on other properties historically dominated by a single use. Construction has begun on Washington Adventist Hospital on a 50-acre site off of Cherry Hill Road; the hospital is estimated to open in early 2019. Smaller infill projects, both commercial and residential, have been taking place since the moratorium ended in 2002. Additionally, the Federal Research Center, which includes the campus of the U.S. Food and Drug Administration, is slated to consolidate thousands of employees to the WOSG in both new and consolidated jobs.

## MONTGOMERY COUNTY STRATEGIC COMMUNICATIONS & MARKETING PLAN 2019



Submitted by Sharp & Company, Inc. April 12, 2019





# Marketing Information



## A BIOSCIENCE INNOVATION HUB

WHITE OAK, MARYLAND

Companies have a unique opportunity for research and discovery in the White Oak area of Montgomery County. With the vibrant innovation hub, the consolidated U.S. Food and Drug Administration and Washington Adventist Hospital as major flagships, White Oak is destined to become a world-class center of excellence.

"This is a great place in Montgomery County, right next to the FDA, White Oak Center, and now our new hospital. I can't wait to see what the next ten years bring."

— Terry Forde, President & CEO, Adventist Healthcare

### THE FUTURE OF LIFE SCIENCES

**INTRODUCING A VIBRANT INNOVATION HUB**  
White Oak is evolving into an exciting mixed-use Biotechnology and Science hub that will serve the U.S. and the globe with a world-class community to live, work and play. Right now, you have the opportunity to find your perfect built-to-suit office space, wet lab or other unique configuration in one of three distinct communities within White Oak:

- Life Sciences Village
- White Oak Center
- Hillandale

**A TALENT CAPITAL**  
White Oak has a population of 40,000 people, with the residents' education level off the charts. A full 2/3 of residents hold a bachelor's degree or higher. This is a talented group of people that contribute to an active pipeline of the workforce for Montgomery County businesses. In addition, White Oak and the surrounding areas are known not just for its smart residents, but as a highly diverse community. The diversity helps to spur innovation, new ideas and creative thinking.

**BUILD-TO-SUIT OPPORTUNITIES**  
For companies seeking the next great spot to grow your business—in the spot for BioHealth, science, health and technology arenas—there is no stronger option than White Oak. Explore the various built-to-suit opportunities with multiple acreage available, space for wet labs and offices, and access to VIP neighbors including the FDA and Washington Adventist Hospital. White Oak is an ideal destination for world-class companies. Explore the different communities as you consider your future in White Oak. The first permanent on-campus office and lab buildings projected to be ready for occupancy by 2022.

**A GATEWAY TO SCIENCE AND TECHNOLOGY**  
The world-class White Oak is now in progress, building into a global innovation hub for research and development, entrepreneurship and a vibrant live learn-work-play community, along Route 29 and I-495 in Montgomery County.

**The most educated talent pipeline available**

**Build-to-suit opportunities in office and wet lab space**


**A mixed-use walkable, 21st century community**

**Leading the world in research and development**


**MONTGOMERY COUNTY ECONOMIC DEVELOPMENT CORPORATION MARYLAND**

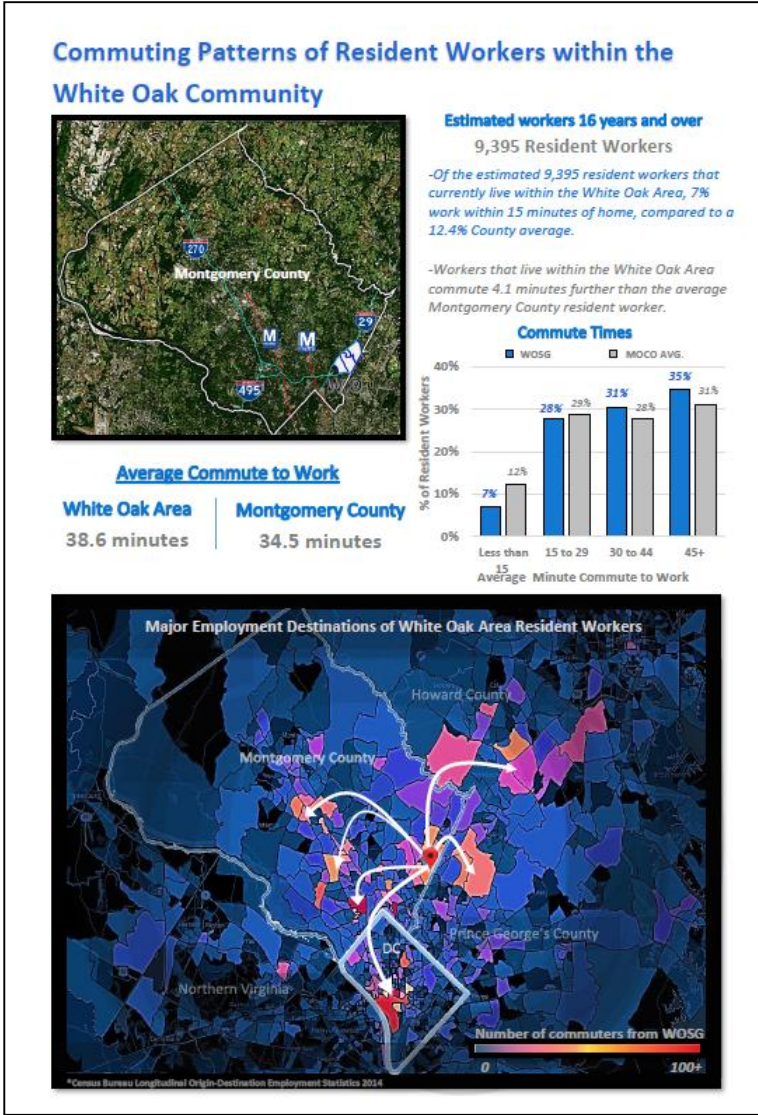
**CONNECT WITH US**

1801 Rockville Pike, Suite 120, Rockville, MD 20853  
240.640.6700 | [link.mocdc.com](http://link.mocdc.com)



## WHITE OAK SCIENCE GATEWAY





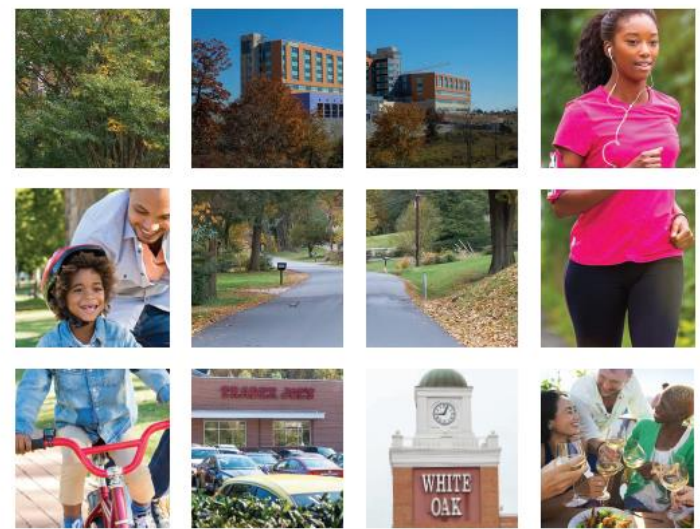
MontgomeryCountyMD.GOV  
Montgomery County Government

White Oak Science Gateway



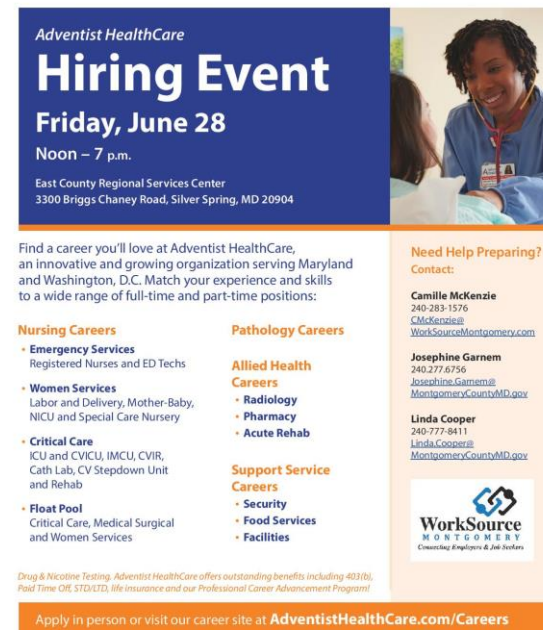


## MONTGOMERY COUNTY STRATEGIC COMMUNICATIONS & MARKETING PLAN 2019





# Engagement & Placemaking Highlights



- Job Fairs
- BRT Kick Off
- White Oak Day
- Environmental Tour
- Community Meetings with Residential and Business Communities
- Clean Up Day
- National Night Out



# Friends of White Oak

First Meeting November 2017

## Standing Committee

### Purpose

- Advocate
- Advise
- Communicate

### Mission Sample

- The Friends of White Oak will focus on the implementation of the White Oak Science Gateway Master Plan as approved by the Montgomery County Council and supported by the community. We are residents, businesses, and property owners who represent a broad diversity of backgrounds and interests.

### Inclusive

- Business
- Places of Worship
- Residents
- Owners
- Renters
- Safety and Rescue
- Fire
- Police
- Property Owners

## Manageable Size

### Timeline

- Short Term – Establish membership, Mission, Plan of Action
- Long Term – Implement Plan and Maintain

## BOARD MEMBERS

- ❖ Barry Wides
- ❖ Brian Downie
- ❖ Chris Gillis
- ❖ David Feehan
- ❖ Elisse Wright Barnes
- ❖ Fatmata Barrie
- ❖ June Henderson

- North White Oak Civic Association
- BF Saul Companies
- Montgomery Housing Partnership
- Gatestone Townhomes
- Whitehall Square
- White Oak Resident
- White Oak Resident

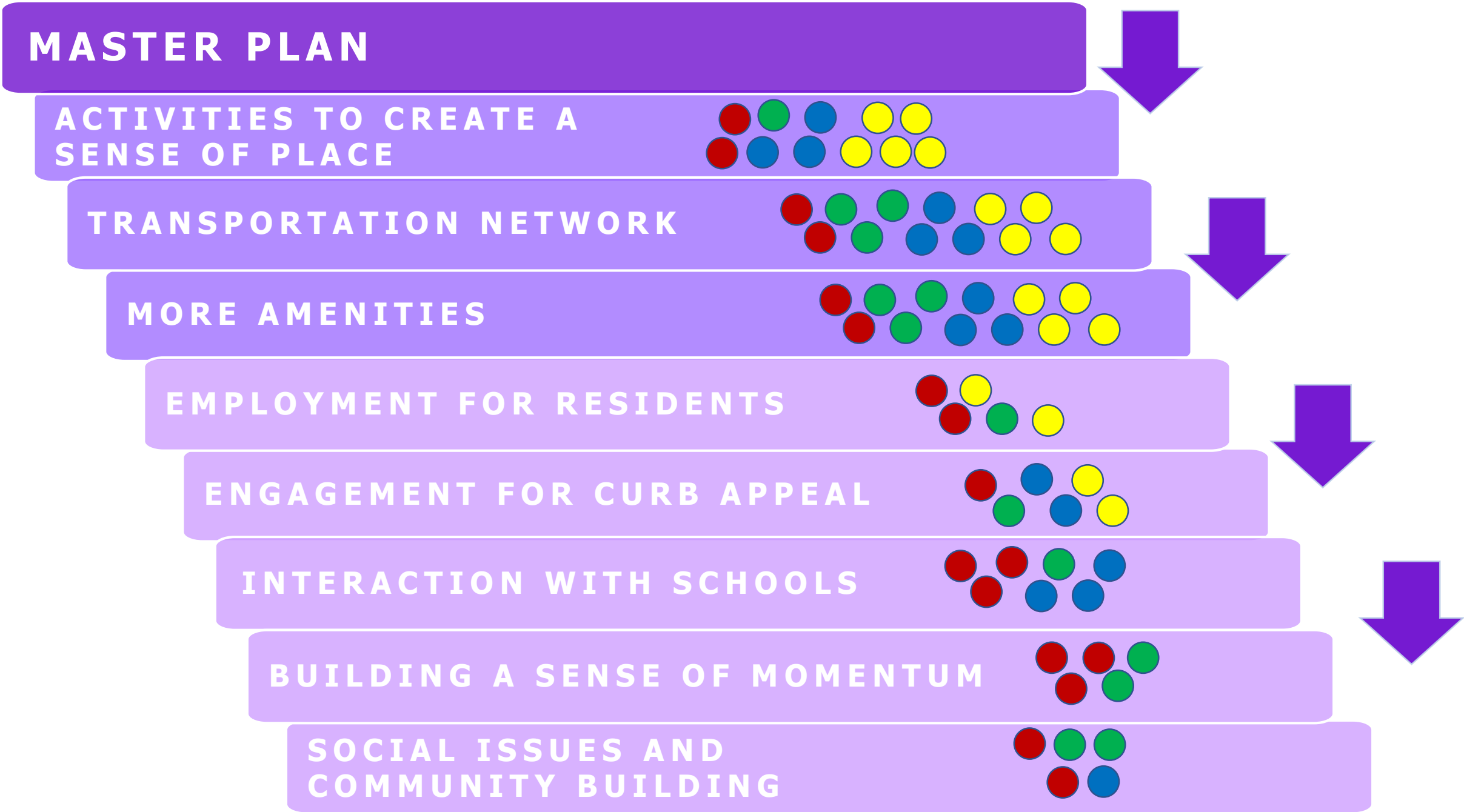
- ❖ Ken Jones
- ❖ Kim Jones
- ❖ Rachael Evans
- ❖ Shana Davis-Cook
- ❖ Shane Pollin
- ❖ Lt. Bruce Cole

- Burnt Mills
- The Nonprofit Village
- Whitehall Square
- Hillandale Citizens Association
- The Duffie Companies
- District 2 Police



# FRIENDS OF WHITE OAK PRIORITIES 2019

- = Community
- = Group or Employer
- = Personal
- = Highest Priority





# WAYS TO STAY IN THE KNOW!

- White Oak Facebook Page  
<https://www.facebook.com/>
- White Oak Website  
<https://www.montgomerycountymd.gov/exec/wosg/index.html>
- White Oak Newsletter
- Friends of White Oak Meetings
- Peter Fosselman, Master Plan Coordinator,  
[Peter.Fosselman@MontgomeryCountyMD.Gov](mailto:Peter.Fosselman@MontgomeryCountyMD.Gov)

